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14 February 1967

NOTE FOR: Carl

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1. The attached article is intended to say that the Earth Resources Satellite isn't moving very rapidly, but it, nevertheless, demonstrates pretty convincingly that the work which we are conducting [] is "too little - too late." I believe we would be far wiser to do some steering on the other programs.

2. Geological Survey has allotted 4.8 million for this sort of crop prediction activity in FY 68: a million dollars of this is for just instrumentation on a couple of NASA aircraft which will do basic data collection.

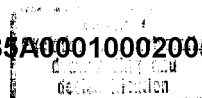
3. I was amazed at the list of major firms which have made presentations to Geological Survey. They include:

GE
RCA
Boeing
Grumman
TRW
Ball Bros.
Philco-Ford
Raytheon
IBM
Goodyear
LTV
Northrop
North American

4. The article says that IBM has done a major study for NASA on earth resources measurement. If you wish I will see if I can get a copy of it. I suspect that it does the over-all systems description which is something that is sadly lacking in our efforts.

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From the article it is evident that IBM has attached a schedule to numbers indicating the social and economic needs for this sort of work, and they have looked at agriculture, forestry, and oceanography. They appear to come up with 80 sensing requirements -- and that certainly outflanks the limited spectral splitting job that we are currently doing with a couple of cameras.

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5. As I recall, in the last [redacted] they were going to take a lot of photographs and look at them to see if they could eyeball the problems. Considering the amount of data which can be acquired, this is obviously not the route to go if it can be avoided. Purdue University, under contract to the Agricultural Research Service, has subcontracted aerial photo work to the University of Michigan, and has programmed their own 360 computer to do the data reduction.

6. Again, I am afraid that our desire to gadgeteer, coupled with our limited resources both in men and money, not only may result in our playing only a little bit of the ball game, but may even cloud things so completely that we don't even recognize where the ball game is being played.

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[redacted]

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